

CommercialPropertyDirectory.com

General Information

The Commercial Property Directory (CPD) is sectionalized based on areas of the state. Within those sections, property offerings are divided by use (type) and sub-markets. As a valuable business tool, the CPD provides information on office space, sites, warehouses, retail and industrial developments, and services needed before, during, and after a business move or expansion. This type of information promotes repeated use by the user. The CPD has a very long shelf life—in many cases, years.

Distribution

The CPD is distributed free to managers, executives, and professionals throughout the Southeast and nation. This includes real estate leasing agents and brokers, commercial developers and builders, real estate contacts at national chains, trade association members, law firms, loan officers at major banks, architectural firms, real estate appraisers, insurance companies, and design firms. Copies are provided to real estate contacts at over 3,000 national companies. Complimentary copies are also distributed through area Chambers of Commerce, Boards of Realtors, governmental or quasi-governmental agencies, hotels, motels, and airports to both local concerns and those with an interest in moving or investing in Alabama.

Issuance

The CPD is published two times a year, in March and September.

Issue	Closing Dates	Circulation	Space Reservations	Graphics Files Due	Issue Date
Edition #12	(Spring/Summer)	March-August	February 2, 2004	February 20, 2004	March 2004
Edition #13	(Fall/Winter)	September-February	July 26, 2004	August 13, 2004	September 2004

Space Rates

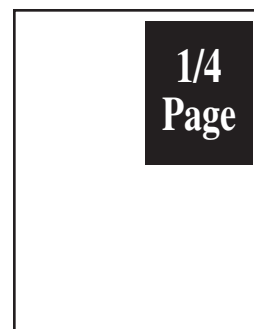
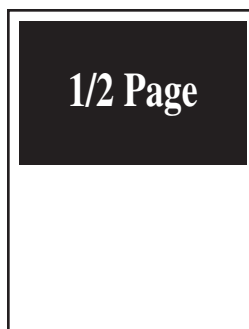
Black & White

Ad Size	1x	2x
Full Page	\$ 1850	\$ 1650
1/2 Page	\$ 1150	\$ 1000
1/4 Page	\$ 750	\$ 575
Line Listing		Free
Highlighted Listing	\$50 per edition	
*Discounts for Multiple		
Spot Color	Quoted on request	

Full Color

Ad Size	1x	2x
Full Page	\$ 2450	\$ 2100
1/2 Page	\$ 1850	\$ 1600
Enhanced Listing	\$ 500	\$ 350

Mechanical Requirements



Standard Ad Sizes

Full Page Live Area	7.5" x 10"
Full Page Bleed	8.625" x 11.125"
1/2 Page (horizontal)	7.5" x 4.875"
1/4 Page (vertical)	3.625" x 4.875"

Trim Size

8.375" x 10.875"
1/8" bleed on all sides is required for any full page ad that bleeds off page.

Preferred Position rates, business reply cards, and other special situations quoted on request. Space Reservation Fee of 20% of the advertising cost is due upon receipt of signed contract. The balance is due Net 10 days after publication. Typesetting, art work, ad design, photography, and color separations are available if desired. Rates quoted on request. Color is printed by process color inks.

Requirements for Submitting Digital Files for Pre-press

Layout may be submitted as a Quark Xpress 5.0 (preferred) or earlier, FreeHand 9 or earlier, or Illustrator 8 or earlier file. Do not submit PDF files. If providing FreeHand or Illustrator files, save or export the document as an EPS file with fonts converted to paths/outlines. (Make sure fonts embedded within EPS files are either collected or converted to paths.) COLLECT ALL FONTS AND IMAGES (maps, logos, photos, etc.). All scanned images must be high resolution CMYK files (300 dpi at 100%) and in EPS or TIFF format. Files may be submitted on Zip disk or CD-ROM, Mac or PC format. (Mac format preferred.) Also include a reasonably accurate laser or inkjet proof. Please contact the publisher if you have any questions.

Please send all contracts, correspondence, and copy to:

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P.O. Box 530892 • Birmingham, Alabama 35253 • (205) 910-1282 • Fax: (205) 871-4770 • email: jim@lithopublishing.com

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